2008 Calendar for America Planning Conference

18 October 2007
Millington, TN

Welcome / admin notes

- Integration
- Confidentiality
- Conference fee
- Cell phones
- Handouts
- Agenda
- http://www.navy.mil/navco/cfa08

Agenda

0800	Welcome / Admin remarks	CDR Wallach, Dir., NAVCO
0810	Remarks	RDML Thorp, CHINFO
0830	Remarks	RADM Kilkenny, CNRC
0850	Remarks	RDML Guadagnini, CNATRA
0900	Remarks	RDML Jones, Deputy CHINFO
0910	Break	
0930	CNRC Advertising & Marketing	CAPT Buterbaugh, CNRC N9
0950	Port visits/Embarks	Ms. Jessica Wyman, USFF ComRel
1010	Ship Commissioning Ceremonies	CDR Campbell, CNSF PAO
1030	Break	
1050	Blue Angels and Aviation Outreach	LCDR Kasper, PAO / LT Allard, NAVCO
1130	Navy Music Program	LCDR Hodge, NAVCO Band Liaison
1145	Navy Speaker's Bureau	Ms. Malone, NAVCO Speakers Bureau
1200	Lunch	
1300	Diversity Outreach	CDR Parks, N134
1320	SPECWAR Outreach (NPT/SM/Seal Chall)	LCDR Kaminski, NPT OIC
		LT Hecht, SPECWAR PAO
1350	NECC Outreach	MCCS Dave Nagle, NECC APAO
1410	DoD Outreach	Ms. Adrien Starks, OSD (PA)
1430	Break	
1450	2008 CFA Review / discussion	CDR Wallach
1700	Conference Ends	

RADM Frank Thorp

Chief of Information

RADM Joseph Kilkenny

Commander Navy
Recruiting Command

RADM Mark Guadagnini

Chief of Naval Air Training

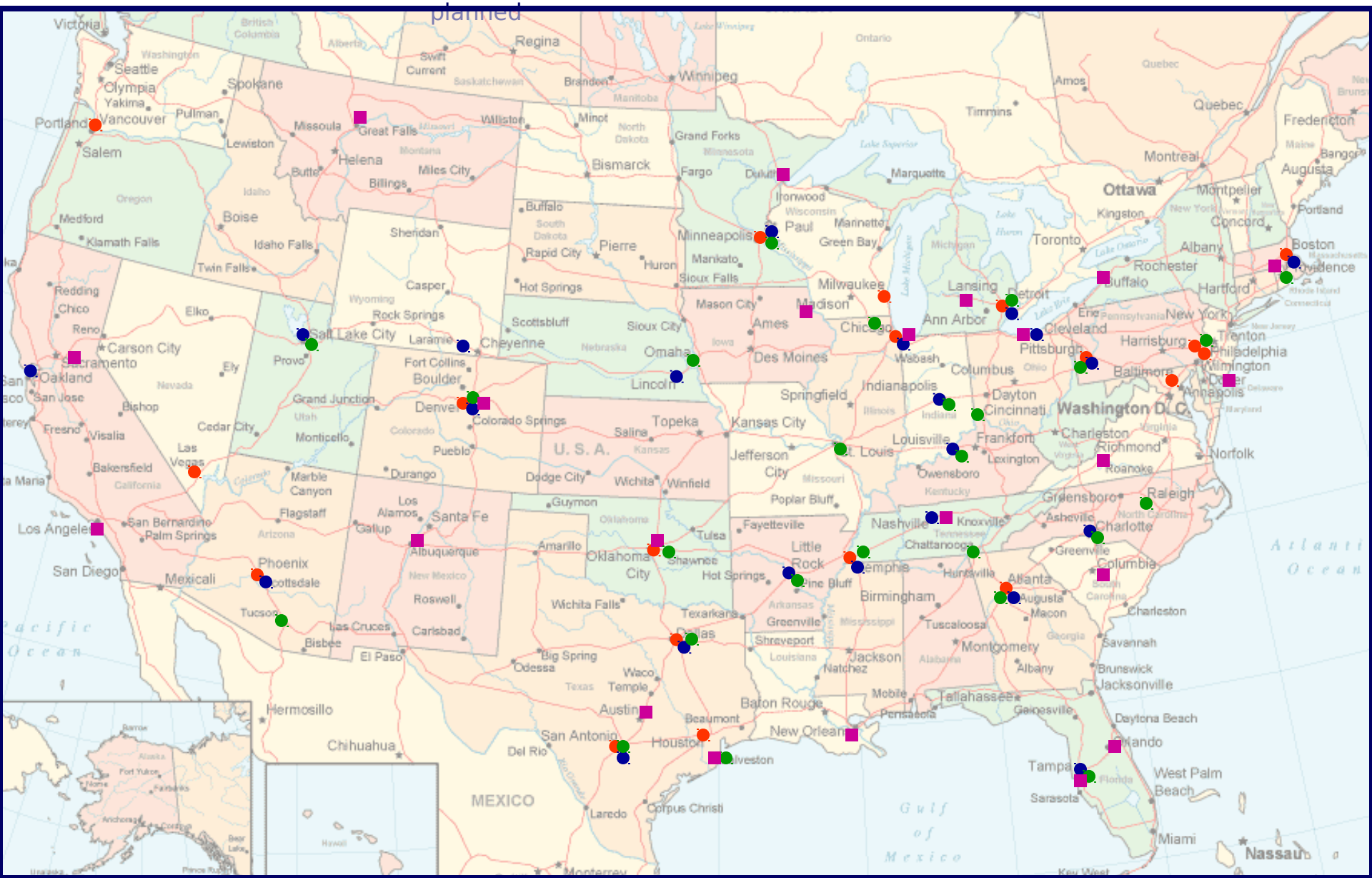
RADM Nathan Jones

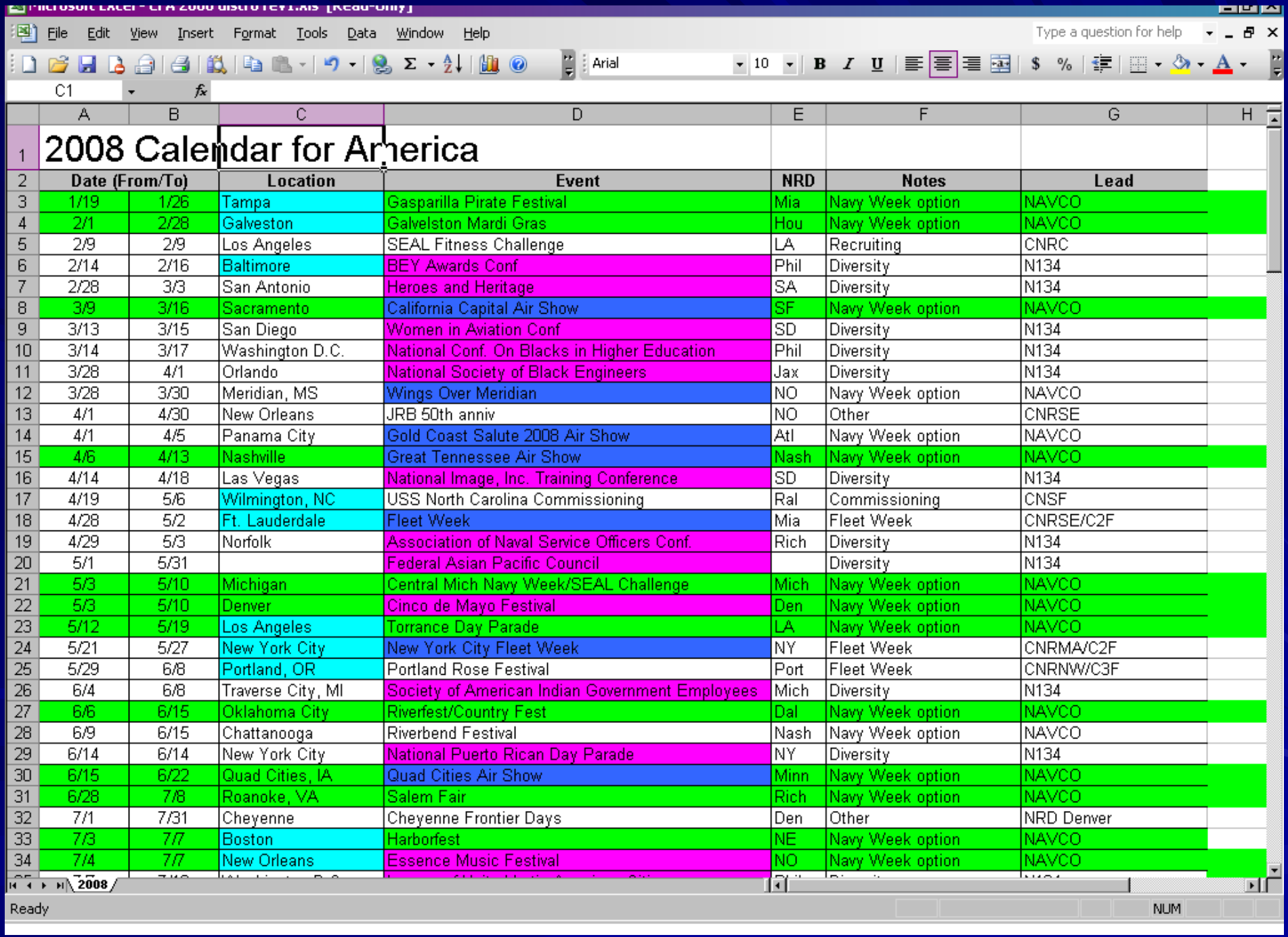
Deputy Chief of Information

Navy Weeks:

Legend

- 20 total
- 22 total
- 24 total
- 22 planned





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1/19	1/26	Tampa	Gasparilla Pirate Festival	Mia	Navy Week option	NAVCO
2/1	2/28	Galveston	Galvelston Mardi Gras	Hou	Navy Week option	NAVCO
2/9	2/9	Los Angeles	SEAL Fitness Challenge	LA	Recruiting	CNRC
2/14	2/16	Baltimore	BEY Awards Conf	Phil	Diversity	N134
2/28	3/3	San Antonio	Heroes and Heritage	SA	Diversity	N134
3/9	3/16	Sacramento	California Capital Air Show	SF	Navy Week option	NAVCO
3/13	3/15	San Diego	Women in Aviation Conf	SD	Diversity	N134
3/14	3/17	Washington D.C.	National Conf. On Blacks in Higher Education	Phil	Diversity	N134
3/28	4/1	Orlando	National Society of Black Engineers	Jax	Diversity	N134
3/28	3/30	Meridian, MS	Wings Over Meridian	NO	Navy Week option	NAVCO
4/1	4/30	New Orleans	JRB 50th anniv	NO	Other	CNRSE
4/1	4/5	Panama City	Gold Coast Salute 2008 Air Show	Atl	Navy Week option	NAVCO
4/6	4/13	Nashville	Great Tennessee Air Show	Nash	Navy Week option	NAVCO
4/14	4/18	Las Vegas	National Image, Inc. Training Conference	SD	Diversity	N134
4/19	5/6	Wilmington, NC	USS North Carolina Commissioning	Ral	Commissioning	CNSF
4/28	5/2	Ft. Lauderdale	Fleet Week	Mia	Fleet Week	CNRSE/C2F
4/29	5/3	Norfolk	Association of Naval Service Officers Conf.	Rich	Diversity	N134
5/1	5/31		Federal Asian Pacific Council		Diversity	N134
5/3	5/10	Michigan	Central Mich Navy Week/SEAL Challenge	Mich	Navy Week option	NAVCO
5/3	5/10	Denver	Cinco de Mayo Festival	Den	Navy Week option	NAVCO
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5/21	5/27	New York City	New York City Fleet Week	NY	Fleet Week	CNRMA/C2F
5/29	6/8	Portland, OR	Portland Rose Festival	Port	Fleet Week	CNRNW/C3F
6/4	6/8	Traverse City, MI	Society of American Indian Government Employees	Mich	Diversity	N134
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6/15	6/22	Quad Cities, IA	Quad Cities Air Show	Minn	Navy Week option	NAVCO
6/28	7/8	Roanoke, VA	Salem Fair	Rich	Navy Week option	NAVCO
7/1	7/31	Cheyenne	Cheyenne Frontier Days	Den	Other	NRD Denver
7/3	7/7	Boston	Harborfest	NE	Navy Week option	NAVCO
7/4	7/7	New Orleans	Essence Music Festival	NO	Navy Week option	NAVCO

Tampa: Gasparilla Festival (Jan 19-26)
NRD Miami

Justification

- Market #12 (1.76M HH)
- 3rd year in market
- NRD #1 Pick
- Celebrated every year since 1904, over 400,000 attend
- SWCC event
- Port visit possible
- Schools in session
- 2.5 million impressions in 2007
- NR NAVCO O and E in city
- NHL Lightning/NFL Bucs?
- Good winter weather

Assets desired

- Ship visit
- SEAL Accelerator
- Flt Simulator
- Flag speaker
- Navy Band
- Leap Frogs or SOCOM Jump Team

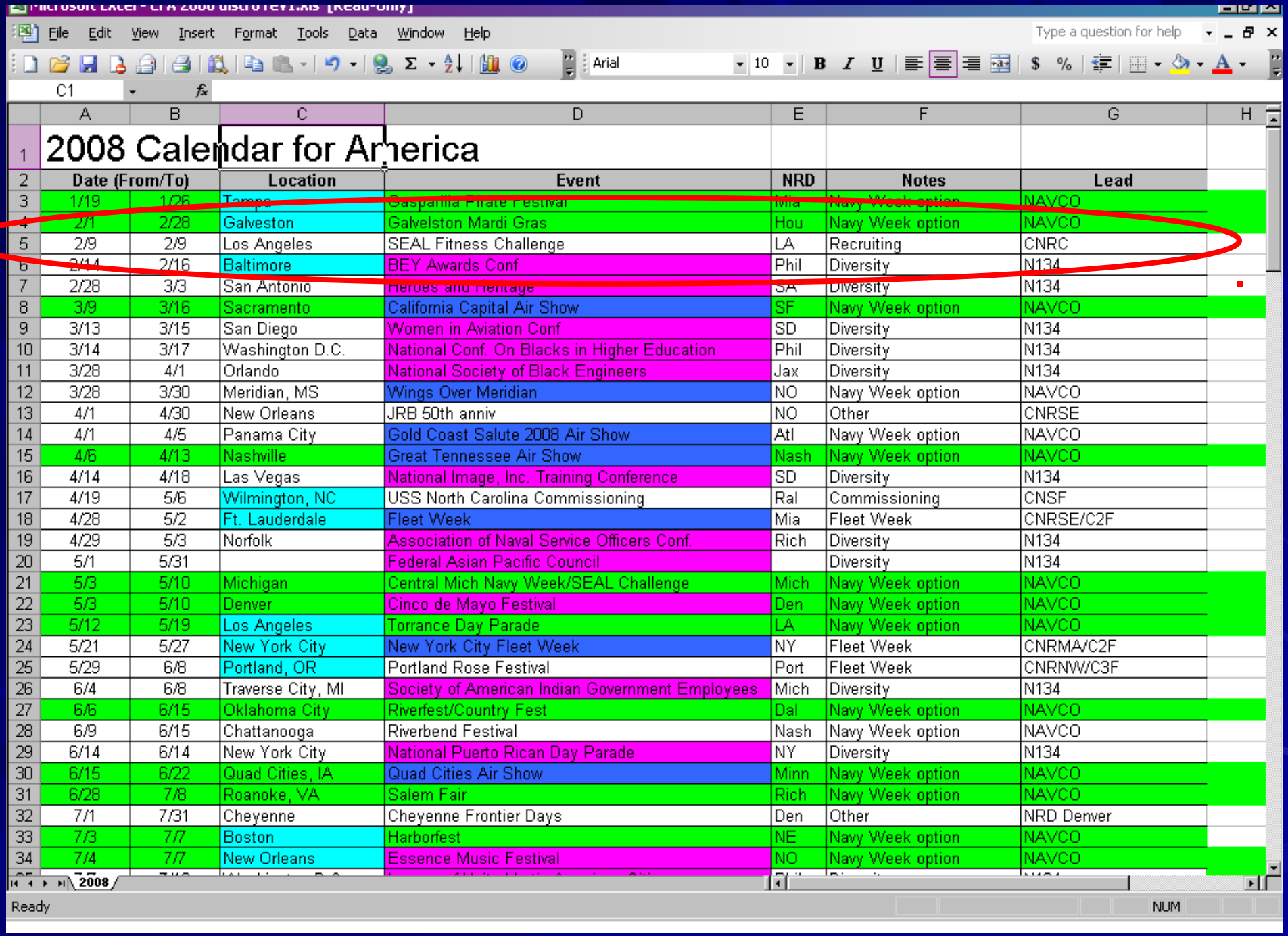
Galveston Mardi Gras (Feb)
NRD Houston

Justification

- Market #10 (1.98M HH)
- 2nd year at event
- NRD #1 Pick
- 200,000 attendance
- SWCC possible
- Schools in session
- Namesake Tie
- NBA Rockets
- NR NAVCO O in city
- Good winter city

Assets Requested

- Ship Visit
- Navy Band
- Flt Simulator
- EOD Dive Tank
- SEAL Accelerator
- Flag Speaker



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Black Engineer of the Year Award Baltimore, MD (14-16 Feb 2008)

Event background

- Schools are in session
- Attendance:
- Close proximity to USNA
- Attracts professionals and students from every part of the nation and every field of science, engineering, and technology

Assets desired

- Flight Simulator
- Navy Band
- Port visit
- Drill Team/Color Guard
- PAO coverage
- EOD Robot Demonstration

Heroes and Heritage
San Antonio, TX (28 Feb – 3 Mar 2008)

Event background

- Schools are in session
- 600 Attendees
- Approx. 67% of population is Hispanic
- Good weather considerations

Assets desired

- Flight Simulator
- Navy Band
- Drill Team/Color Guard
- PAO coverage

Sacramento: California Capital Air Show (March 9-16) NRD SF

Justification

- Market #20 (1.37M HH)
- NRD #1 Pick
- Namesake USS Carney (Vallejo, CA)
- Over 200K proj attend
- First time in market
- Schools in session
- Blues request rec’d
- NBA Kings
- Good Weather

Assets desired

- Leap Frogs
- EOD dive tank
- Flight Simulator
- Flag speaker
- Navy Band SW
- Carney crew

Women in Aviation
San Diego, CA (13-15 March 2008)

Event background

- 3,000 estimated attendees
- Dedicated to the encouragement and advancement of women in all aviation career fields
- Membership includes astronauts, corporate pilots, maintenance technicians, air traffic controllers, business owners, educators, journalists, flight attendants, high school and university students

Assets desired

- **Flight Simulator**
- **NASCAR**
- **Navy Band**
- **Port visit**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Static aircraft display**
- **Female aviators**
- **Carrier visit**
- **NJROTC / Sea Cadets**

National Conference on Blacks in Higher Education, Washington DC (14 – 17 March 2008)

Event background

- 2,000 estimated attendees
- Engage a diverse array of stakeholders in dialogues about critical issues of importance to blacks in higher education
- More than seventy (70) of the nation's historically and predominantly black colleges and universities participated

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**

National Society of Black Engineers
Orlando, FL (28 Mar – 1 Apr 2008)

Event background

- 10,000 estimated attendees
- NAVAIR Simo Facilities
- More than 24,000 members, one of the largest student-managed organizations in the country.
- Comprised of more than 270 chapters on college and university campuses, 75 Alumni Extension chapters nationwide and 75 Pre-College chapters

Assets desired

- **Flight Simulator**
- **Leap Frogs**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Static Aircraft**
- **NJROTC / Sea Cadets**
- **EOD Robot Demonstration**

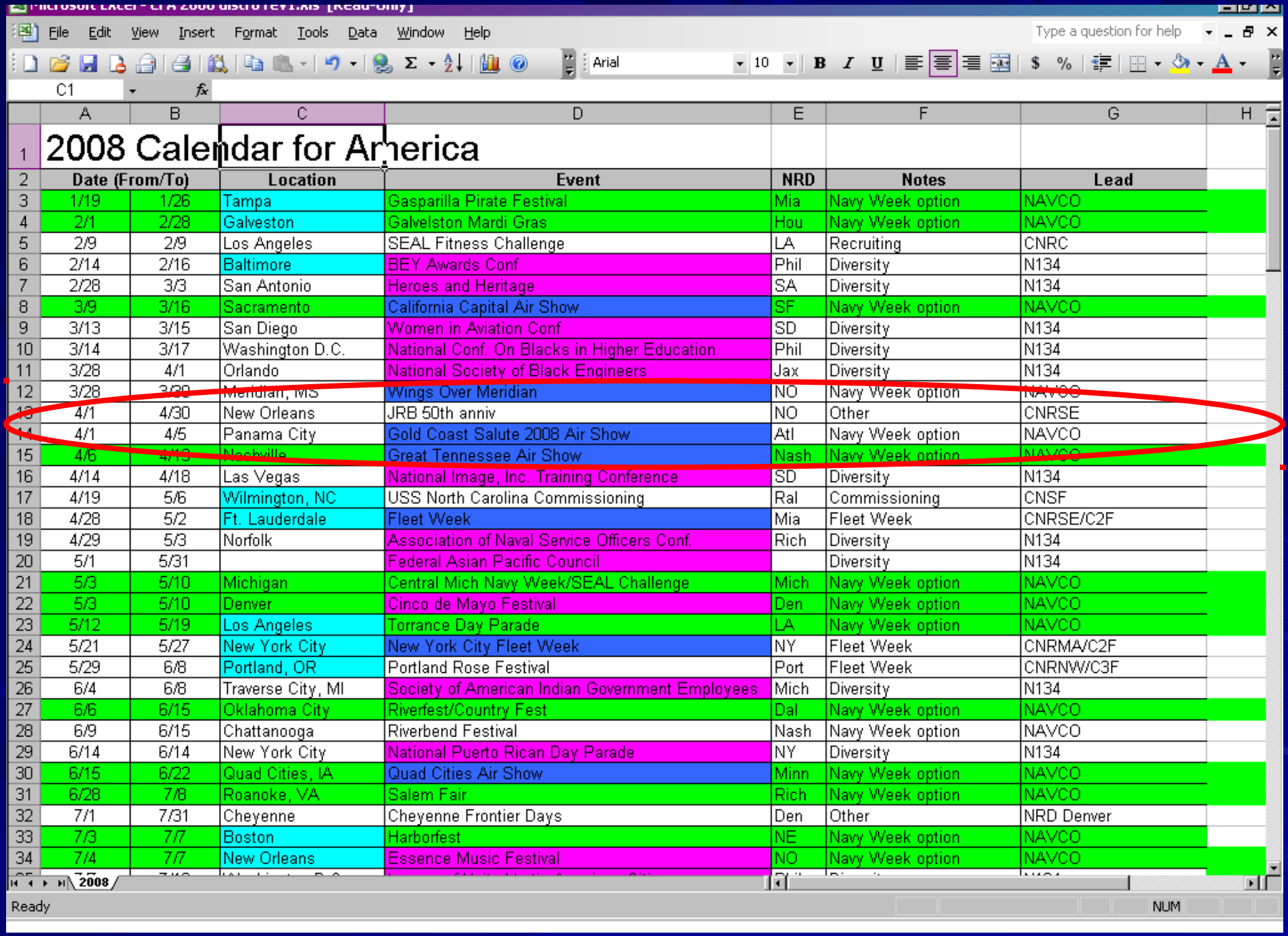
Meridian NAS, MS: "Wings Over Meridian" (1st wk April)
NRD New Orleans

Justification

- Market #185 (74K HH)
- Never in market
- NRD #1 Pick
- Blues request rec'd
- Area has limited Navy awareness
- Schools in session
- Good Wx

Assets desired

- FLT Simulator (20)
- SEAL Accelerator
- EOD Dive Tank
- Leap Frogs
- Flag speaker
- Navy Band SE



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7/4	7/7	New Orleans	Essence Music Festival	NO	Navy Week option	NAVCO

Panama City, FL: Gold Coast Salute 2008 Air Show (April 5) NRD Atlanta

Justification

- Market #156 (141K HH)
- NRD #1 Pick
- Never in market
- Blues request rec'd
- 65,000+ attend the event
- Port visit possible
- SWCC possible
- Schools in session
- Namesake tie (USS Florida)

Assets desired

- Ship visit
- Leap Frogs
- Flt Simulator (20)
- EOD dive tank
- SEAL Simulator
- Flag speaker
- Navy Band NO
- USS Florida crew

Smyrna, TN: Great Tennessee Air Show (1-8 June) NRD: Nashville

Justification

- Market #30 (944K HH)
- NRD #1 Pick
- 2nd time in market
- Blues request rec'd
- 80,000 people projected attendance in 08
- 2 NR NAVCO AO in area
- Namesake visit

Assets desired

- Blue Angels
- Flight Simulator
- USS Tennessee crew
- Seal Accelerator
- Dive Tank
- AYLE
- Flag
- Navy Band

National Image Training Conference
Las Vegas, NV (14 – 18 April 2008)

Event background

- Schools are in session
- 200 estimated attendees
- Committed to disseminating the most current information to the Hispanic community
- Opportunity for thousands of Hispanics to network

Assets desired

- **Flight Simulator**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Speaker**

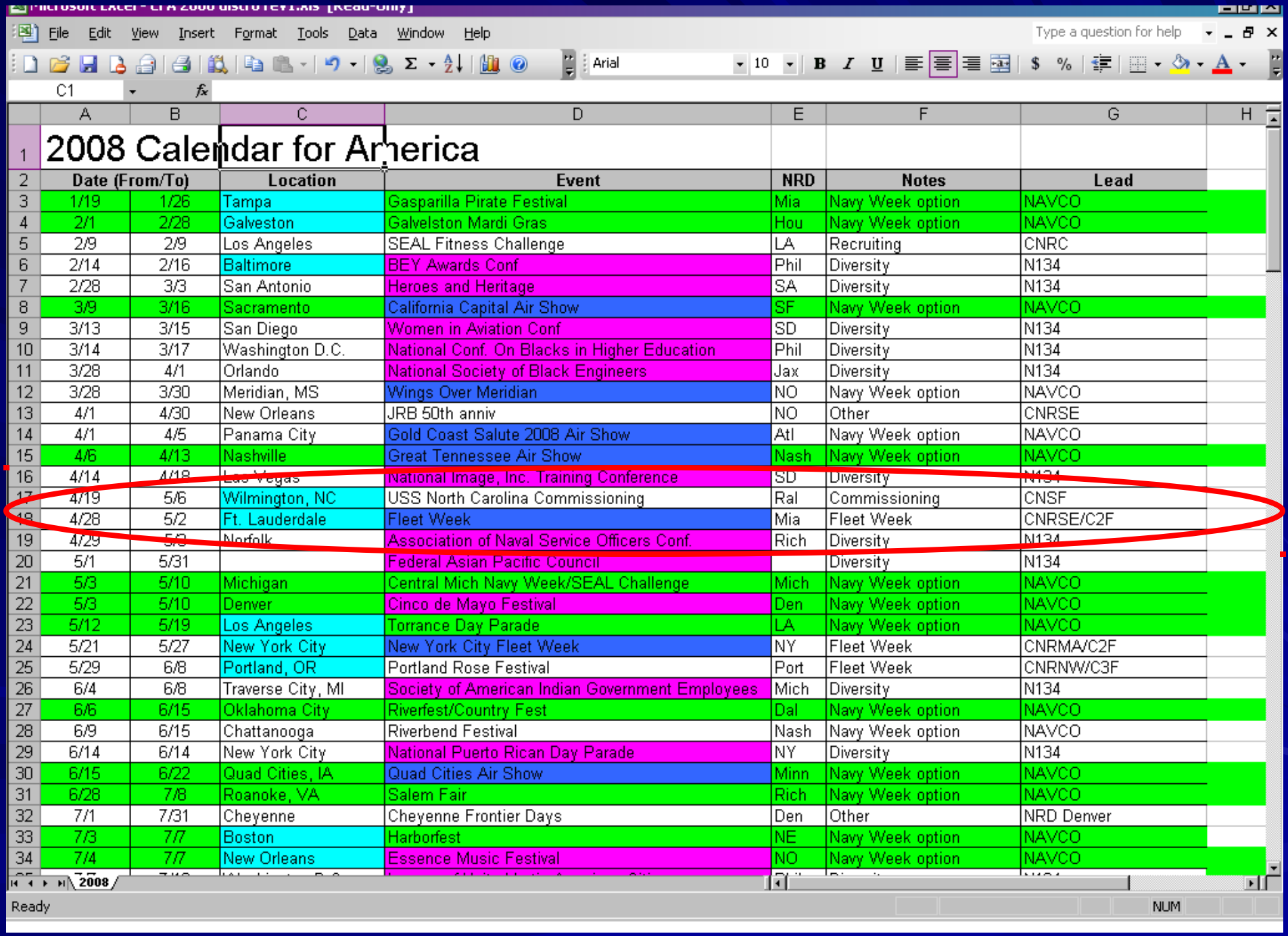
USS North Carolina Commissioning

Event background

- Time honored Navy Tradition
- Navy ports & Non-Navy ports
- Brand new ships – with that “new ship smell”
- Navy Leadership participation
- Plankowner Sailors
- Schools are in session – as there is an effort not to hold these ceremonies during summer months
- Scope and scale of commissioning week events depends on ship’s sked, venue, and available support assets

Assets desired

- Any and all Navy Recruiting assets
- Navy Band (beyond the ceremony)
- PACEN support to tell the internal Navy story
- NAVCO support to work the local markets in advance and during the commissioning week
- Open to other “brain storming” ideas



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ANSO, Norfolk, VA (29 Apr – 3 May 2008)

Event background

- 300 estimated participants
- Fleet Concentration Area
- Fosters the advancement and recognition of Hispanic Officers in the Navy

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Carrier/ship/boat tour**
- **Hispanic affinity award winners**
- **NJROTC / Sea Cadets**

Federal Asian Pacific Council LOCATION (May 2008)

Event background

- 700 estimated attendees
- Promotes equal opportunity and cultural diversity for Asian Pacific Americans within the Federal government

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**

Central Michigan Road Show (3-10 May) NRD Michigan

Justification

- Market #39 (735K HH)
- 1st time in market
- NRD #2 Pick
- Battle Creek / Kalamazoo / Grand Rapids
- First time to try multiple cities
- Tie-in with SEAL Challenge 10 May in Dearborn

Assets desired

- Flight Sim
- USS Michigan crew
- USS Theodore Roosevelt
- SEAL Motivators
- Ceremonial Drill Team
- Navy Band Great Lakes
- Flag Speaker

Denver: Cinco De Mayo (May 5-11)
NRD Denver

Justification

- Market #18 (1.43M HH)
- NRD #1 Pick
- 4th time at event
- Celebrated every year since 1904, over 350,000 attend
- Diversity event
- Schools in session
- Namesake tie (USS MESA VERDE)
- 2.5 million impressions in 2007
- MLB Rockies

Assets desired

- Leap Frogs
- EOD dive tank
- Flight Simulator
- Seal Accelerator
- Flag speaker
- Navy Band SW
- USS Mesa Verde crew

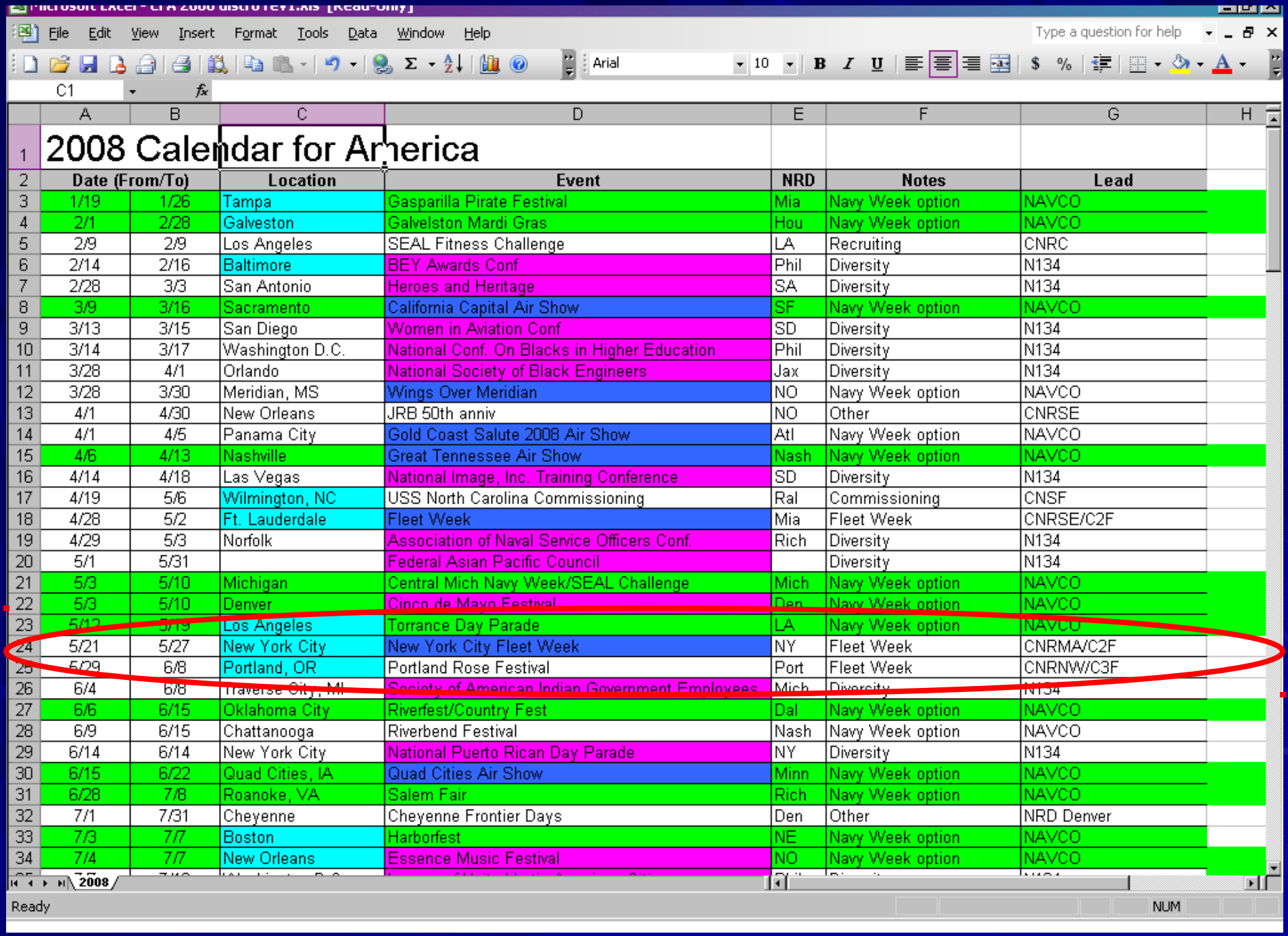
Los Angeles: Torrance Day Parade (May 12-19) NRD Los Angeles

Justification-

- Market #2 (5.6M HH)
- NRD #1 Pick
- Only major port city w/o Fleet Week
- Over 400,000 view the event along the parade route and visit the display at nearby mall.
- Schools are in session.
- Navy Region, NAVCO officer and NAVIFO West nearbyMLB Dodgers / NHL Kings

Assets desired

- CVN visit
- Leap Frogs (‘pre-concert demo’)
- EOD dive tank
- Flight Simulator
- Flag presence
- Navy Band SW music for recruiting tour
- NASCAR



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4/6	4/13	Nashville	Great Tennessee Air Show	Nash	Navy Week option	NAVCO
4/14	4/18	Las Vegas	National Image, Inc. Training Conference	SD	Diversity	N134
4/19	5/6	Wilmington, NC	USS North Carolina Commissioning	Ral	Commissioning	CNSF
4/28	5/2	Ft. Lauderdale	Fleet Week	Mia	Fleet Week	CNRSE/C2F
4/29	5/3	Norfolk	Association of Naval Service Officers Conf.	Rich	Diversity	N134
5/1	5/31		Federal Asian Pacific Council		Diversity	N134
5/3	5/10	Michigan	Central Mich Navy Week/SEAL Challenge	Mich	Navy Week option	NAVCO
5/3	5/10	Denver	Cinco de Mayo Festival	Den	Navy Week option	NAVCO
5/12	5/19	Los Angeles	Torrance Day Parade	LA	Navy Week option	NAVCO
5/21	5/27	New York City	New York City Fleet Week	NY	Fleet Week	CNRMA/C2F
5/29	6/8	Portland, OR	Portland Rose Festival	Port	Fleet Week	CNRNW/C3F
6/4	6/8	Traverse City, MI	Society of American Indian Government Employees	Mich	Diversity	N134
6/6	6/15	Oklahoma City	Riverfest/Country Fest	Dal	Navy Week option	NAVCO
6/9	6/15	Chattanooga	Riverbend Festival	Nash	Navy Week option	NAVCO
6/14	6/14	New York City	National Puerto Rican Day Parade	NY	Diversity	N134
6/15	6/22	Quad Cities, IA	Quad Cities Air Show	Minn	Navy Week option	NAVCO
6/28	7/8	Roanoke, VA	Salem Fair	Rich	Navy Week option	NAVCO
7/1	7/31	Cheyenne	Cheyenne Frontier Days	Den	Other	NRD Denver
7/3	7/7	Boston	Harborfest	NE	Navy Week option	NAVCO
7/4	7/7	New Orleans	Essence Music Festival	NO	Navy Week option	NAVCO

Society of American Indian Gov't Employees, Traverse City, MI (4-8 June 2008)

Event background

- 300 estimated attendees
- Promotes recruitment, hiring, retention, development and advancement of American Indians and Alaska Natives in the Government workforce

Assets desired

- **Flight Simulator**
- **Leap Frogs**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **NJROTC / Sea Cadets**

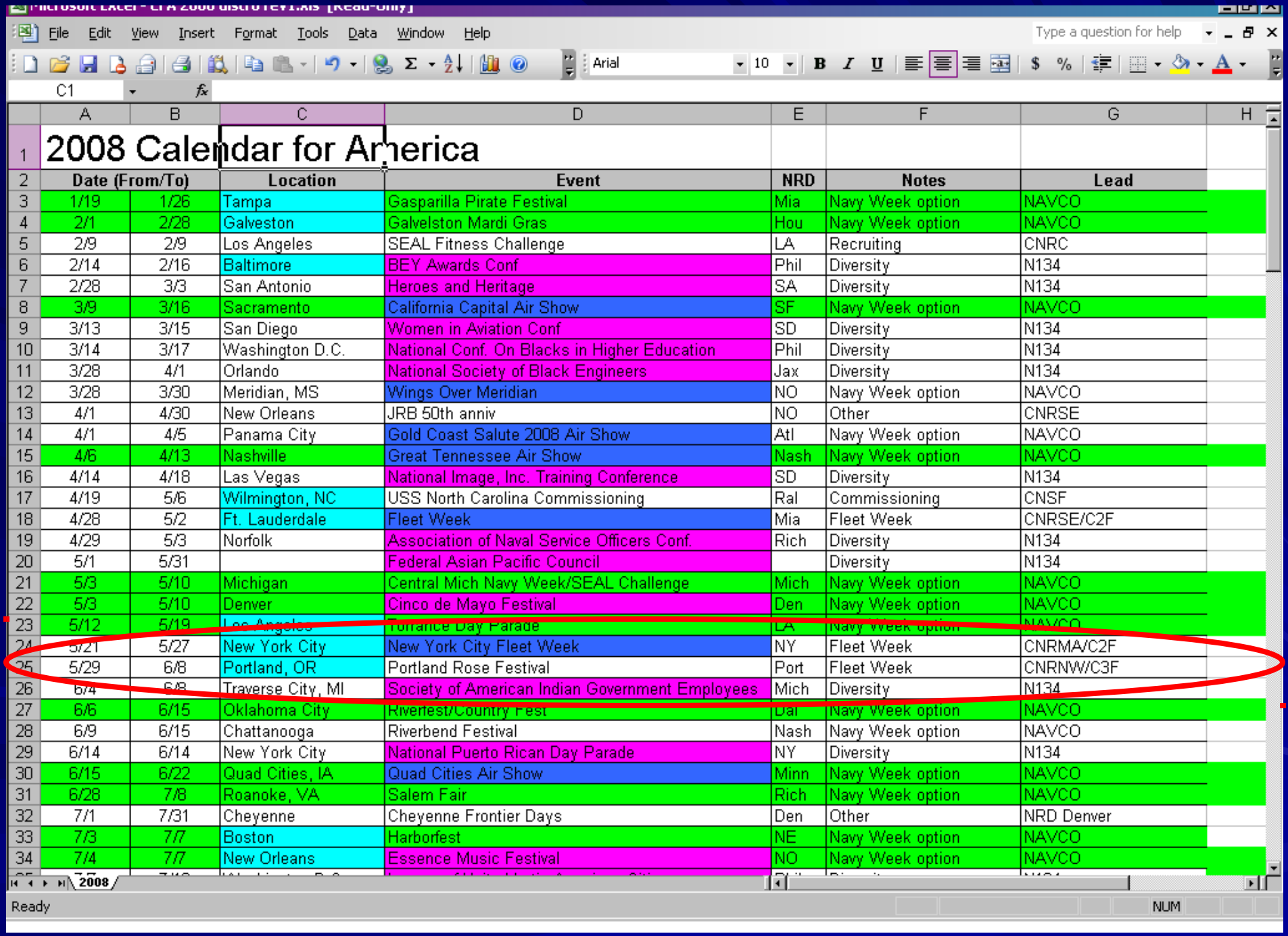
Oklahoma City: RiverFest/Country Fever Fest (6-15 June) NRD Dallas

Justification

- Market # 45 (662K HH)
- 3rd time in market
- NRD #2 Pick
- SWCC possible
- Namesake tie (USS Carr (Checotah, OK)
- NR NAVCO O and E in Tulsa
- Former reserve CHINFO in area
- Good Relations with City Events Coordinator

Assets desired

- Leap Frogs
- EOD dive tank
- Flt Simulator
- SEAL Simulator
- AYLE
- Namesake visit
- Flag speaker
- Navy Band
- USS Carr crew



2008 Calendar for America

Date (From/To)		Location	Event	NRD	Notes	Lead
1/19	1/26	Tampa	Gasparilla Pirate Festival	Mia	Navy Week option	NAVCO
2/1	2/28	Galveston	Galvelston Mardi Gras	Hou	Navy Week option	NAVCO
2/9	2/9	Los Angeles	SEAL Fitness Challenge	LA	Recruiting	CNRC
2/14	2/16	Baltimore	BEY Awards Conf	Phil	Diversity	N134
2/28	3/3	San Antonio	Heroes and Heritage	SA	Diversity	N134
3/9	3/16	Sacramento	California Capital Air Show	SF	Navy Week option	NAVCO
3/13	3/15	San Diego	Women in Aviation Conf	SD	Diversity	N134
3/14	3/17	Washington D.C.	National Conf. On Blacks in Higher Education	Phil	Diversity	N134
3/28	4/1	Orlando	National Society of Black Engineers	Jax	Diversity	N134
3/28	3/30	Meridian, MS	Wings Over Meridian	NO	Navy Week option	NAVCO
4/1	4/30	New Orleans	JRB 50th anniv	NO	Other	CNRSE
4/1	4/5	Panama City	Gold Coast Salute 2008 Air Show	Atl	Navy Week option	NAVCO
4/6	4/13	Nashville	Great Tennessee Air Show	Nash	Navy Week option	NAVCO
4/14	4/18	Las Vegas	National Image, Inc. Training Conference	SD	Diversity	N134
4/19	5/6	Wilmington, NC	USS North Carolina Commissioning	Ral	Commissioning	CNSF
4/28	5/2	Ft. Lauderdale	Fleet Week	Mia	Fleet Week	CNRSE/C2F
4/29	5/3	Norfolk	Association of Naval Service Officers Conf.	Rich	Diversity	N134
5/1	5/31		Federal Asian Pacific Council		Diversity	N134
5/3	5/10	Michigan	Central Mich Navy Week/SEAL Challenge	Mich	Navy Week option	NAVCO
5/3	5/10	Denver	Cinco de Mayo Festival	Den	Navy Week option	NAVCO
5/12	5/19	Los Angeles	Torrance Day Parade	LA	Navy Week option	NAVCO
5/21	5/27	New York City	New York City Fleet Week	NY	Fleet Week	CNRMA/C2F
5/29	6/8	Portland, OR	Portland Rose Festival	Port	Fleet Week	CNRNW/C3F
6/4	6/8	Traverse City, MI	Society of American Indian Government Employees	Mich	Diversity	N134
6/6	6/15	Oklahoma City	Riverfest/Country Fest	Dal	Navy Week option	NAVCO
6/9	6/15	Chattanooga	Riverbend Festival	Nash	Navy Week option	NAVCO
6/14	6/14	New York City	National Puerto Rican Day Parade	NY	Diversity	N134
6/15	6/22	Quad Cities, IA	Quad Cities Air Show	Minn	Navy Week option	NAVCO
6/28	7/8	Roanoke, VA	Salem Fair	Rich	Navy Week option	NAVCO
7/1	7/31	Cheyenne	Cheyenne Frontier Days	Den	Other	NRD Denver
7/3	7/7	Boston	Harborfest	NE	Navy Week option	NAVCO
7/4	7/7	New Orleans	Essence Music Festival	NO	Navy Week option	NAVCO

Chattanooga, TN: Riverbend (6-14 June) NRD: Nashville

Justification

- Market # 86 (387K HH)
- NRD #2 Pick
- 850,000 people attended in 1 week
- 1.2 Million media impression at 2007 Navy Week.
- SWCC possible
- Namesake visit
- NR NAVCO AO in area

Assets desired

- Flight Simulator
- Seal Accelerator
- Dive Tank
- AYLE
- Flag
- Navy Band
- USS Tennessee crew

National Puerto Rican Day Parade New York, NY (14 June 2008)

Event background

- 100,000 estimated participants; 3M spectators
- Largest Hispanic population in the nation
- Good weather considerations

Assets desired

- Flight Simulator
- Leap Frogs
- NASCAR
- Navy Band
- Drill Team/Color Guard
- PAO coverage
- Flyover

Quad Cities: Quad Cities Air Show (15-22 June) NRD Minneapolis

Justification

- Market # 96 (308K HH)
- Very close #1 pick
- Blues request rec'd
- First-time to break into Quad Cities
- Namesake USS Howard (Burlington, IA)
- 100,000 in attendance
- Air Show sked 28-29 July

Assets desired

- Blue Angels
- Flight Sim
- SEAL Accelerator Tour
- SEAL Motivators
- Flag Speaker
- USS Howard crew
- Navy Band Mid-South

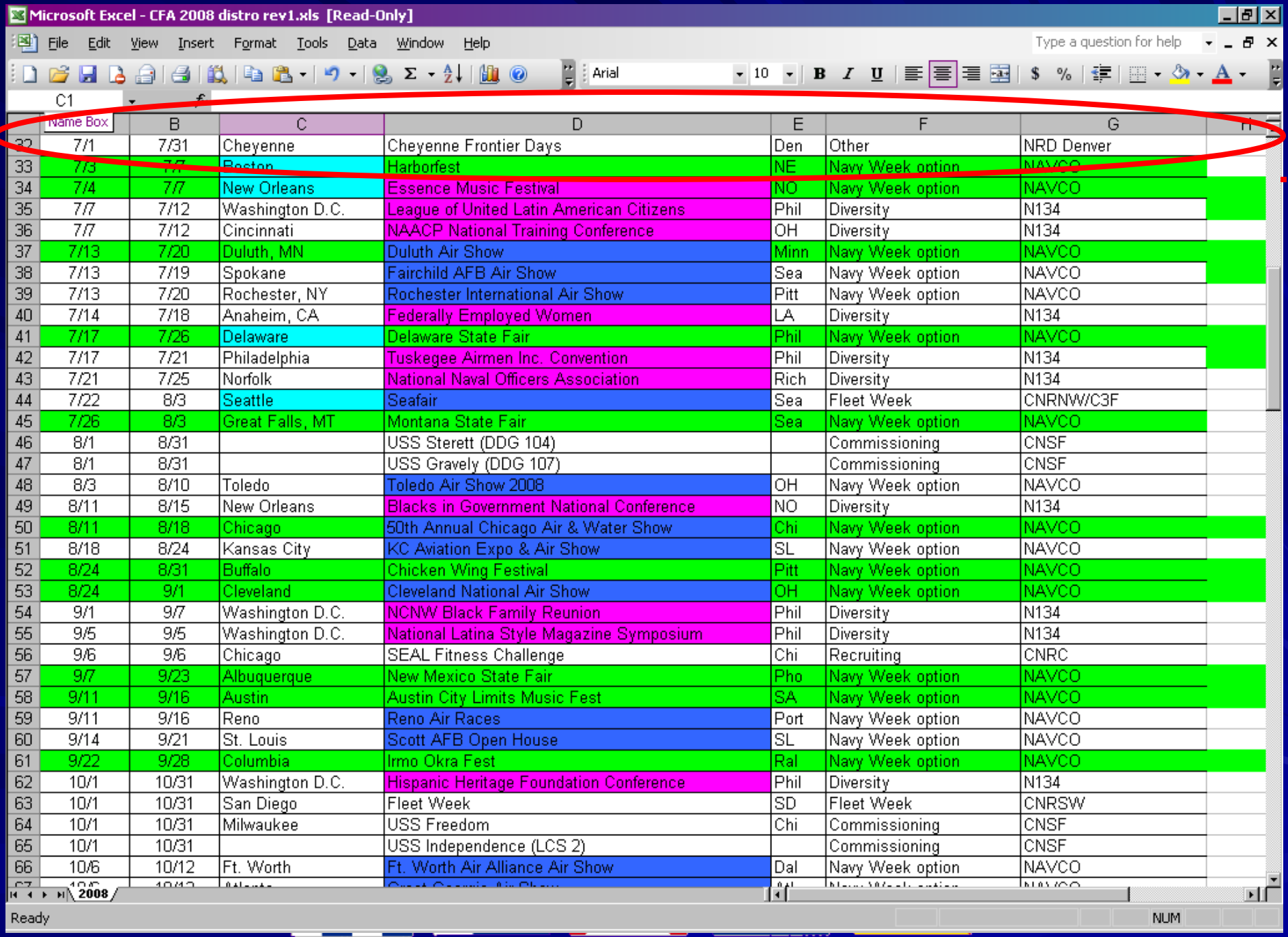
Roanoke, VA: Salem Fair (28 June-8July) NRD Richmond

Justification

- Market #68 (446K HH)
- NRD #1 Pick
- 1st time in market
- Held Annually since 1986
- 400,000+ People attend each year
- No previous VA Navy Week

Assets desired

- Seal Accelerator
- Dive Tank
- Flight Simulator
- AYLE
- Navy Band
- Flag
- USS Virginia crew



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32	7/1	7/31	Cheyenne	Cheyenne Frontier Days	Den	Other	NRD Denver
33	7/3	7/7	Boston	Harborfest	NE	Navy Week option	NAVCO
34	7/4	7/7	New Orleans	Essence Music Festival	NO	Navy Week option	NAVCO
35	7/7	7/12	Washington D.C.	League of United Latin American Citizens	Phil	Diversity	N134
36	7/7	7/12	Cincinnati	NAACP National Training Conference	OH	Diversity	N134
37	7/13	7/20	Duluth, MN	Duluth Air Show	Minn	Navy Week option	NAVCO
38	7/13	7/19	Spokane	Fairchild AFB Air Show	Sea	Navy Week option	NAVCO
39	7/13	7/20	Rochester, NY	Rochester International Air Show	Pitt	Navy Week option	NAVCO
40	7/14	7/18	Anaheim, CA	Federally Employed Women	LA	Diversity	N134
41	7/17	7/26	Delaware	Delaware State Fair	Phil	Navy Week option	NAVCO
42	7/17	7/21	Philadelphia	Tuskegee Airmen Inc. Convention	Phil	Diversity	N134
43	7/21	7/25	Norfolk	National Naval Officers Association	Rich	Diversity	N134
44	7/22	8/3	Seattle	Seafair	Sea	Fleet Week	CNRNW/C3F
45	7/26	8/3	Great Falls, MT	Montana State Fair	Sea	Navy Week option	NAVCO
46	8/1	8/31		USS Sterett (DDG 104)		Commissioning	CNSF
47	8/1	8/31		USS Gravely (DDG 107)		Commissioning	CNSF
48	8/3	8/10	Toledo	Toledo Air Show 2008	OH	Navy Week option	NAVCO
49	8/11	8/15	New Orleans	Blacks in Government National Conference	NO	Diversity	N134
50	8/11	8/18	Chicago	50th Annual Chicago Air & Water Show	Chi	Navy Week option	NAVCO
51	8/18	8/24	Kansas City	KC Aviation Expo & Air Show	SL	Navy Week option	NAVCO
52	8/24	8/31	Buffalo	Chicken Wing Festival	Pitt	Navy Week option	NAVCO
53	8/24	9/1	Cleveland	Cleveland National Air Show	OH	Navy Week option	NAVCO
54	9/1	9/7	Washington D.C.	NCNW Black Family Reunion	Phil	Diversity	N134
55	9/5	9/5	Washington D.C.	National Latina Style Magazine Symposium	Phil	Diversity	N134
56	9/6	9/6	Chicago	SEAL Fitness Challenge	Chi	Recruiting	CNRC
57	9/7	9/23	Albuquerque	New Mexico State Fair	Pho	Navy Week option	NAVCO
58	9/11	9/16	Austin	Austin City Limits Music Fest	SA	Navy Week option	NAVCO
59	9/11	9/16	Reno	Reno Air Races	Port	Navy Week option	NAVCO
60	9/14	9/21	St. Louis	Scott AFB Open House	SL	Navy Week option	NAVCO
61	9/22	9/28	Columbia	Irmo Okra Fest	Ral	Navy Week option	NAVCO
62	10/1	10/31	Washington D.C.	Hispanic Heritage Foundation Conference	Phil	Diversity	N134
63	10/1	10/31	San Diego	Fleet Week	SD	Fleet Week	CNRSW
64	10/1	10/31	Milwaukee	USS Freedom	Chi	Commissioning	CNSF
65	10/1	10/31		USS Independence (LCS 2)		Commissioning	CNSF
66	10/6	10/12	Ft. Worth	Ft. Worth Air Alliance Air Show	Dal	Navy Week option	NAVCO

Boston, MA: Harborfest (June 29-July 6) NRD New England

Justification

- Market #7 (2.37M HH)
- Nearly a Fleet Week
- NRD #1 Pick
- 2.5 Million visitors attend the event making it the nation's largest patriotic celebration
- Port visit possible
- SWCC possible
- Over 3 million impressions in 2007
- NR NAVCO team in area

Assets desired

- Ship visit
- Flight Sim
- Dive Tank
- AYLE
- Flag
- Navy Band

New Orleans: Essence Music Festival (July 4-7) NRD New Orleans

Justification

- Market # 54 (567K HH)
- NRD #2 Pick
- 1st time in market
- 200,000 attend the event
- Port visit possible
- SWCC possible
- Namesake tie (USS New Orleans)
- Good Wx
- Diversity

Assets desired

- Ship/Name sake visit
- Leap Frogs
- EOD Dive Tank
- SEAL Accelerator
- AYLE
- African American Flag speaker
- USS New Orleans crew
- Navy Band

League of United Latin American Citizens, Washington DC (7-12 July 2008)

Event background

- 8,000 estimated participants
- Largest DoD Hispanic-youth outreach event
- Mission is to advance the economic condition, educational attainment, political influence, health and civil rights of the Hispanic population

Assets desired

- **Flight Simulator**
- **Leap Frogs**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**

NAACP Annual Conference, Cincinnati, (7-12 July 2008)

Event background

- 15,000 estimated participants
- Works to ensure the political, educational, social, and economic equality of rights of all persons
- Sponsors ACT-SO, a year-long program designed to recruit, stimulate, improve and encourage high academic and cultural achievement among African-American high school students

Assets desired

- **Flight Simulator**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **EOD Robot Demonstration**
- **NJROTC / Sea Cadets**

Duluth Air Show (13-20 July) NRD Minneapolis

Justification

- Market # 137 (171K HH)
- NRD #1 pick
- 1st time in market
- Blues request rec'd
- Build on Minn-SP Navy Weeks
- 60,000 in attendance
- Air Show sked 12-13 July

Assets desired

- Blue Angels
- Flight Sim
- SEAL Accelerator Tour
- SEAL Motivators
- Flag Speaker
- Navy Band Great Lakes

Spokane: Fairchild AFB Airshow (JUL 19-20) NRD Seattle

Justification

- Market #77 (395K HH)
- NRD #1 Pick
- 1st time in market
- Celebrated every year since 1952, over 125,000 attended the event in 2006
- Good Weather
- Blues request rec'd

Assets desired

- Leap Frogs
- EOD dive tank
- Flight Simulator
- SWCC Motivators
- Navy Band NW

Rochester, NY: Rochester International Air show (July 13-19) NRD Pittsburg

Justification

- Market #78 (392K HH)
- NRD #1 Pick
- Blues request rec'd
- 1st time in market

Assets desired

- SEAL Accelerator
- Flight Sim
- Dive Tank
- Suburban
- AYLE
- Flag
- Navy Band

Federally Employed Women Anaheim, CA (14 - 18 July 2008)

Event background

- 1,800 estimated participants
- Provides opportunities for professional growth through leadership development, education, mentoring, and networking

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Female affinity award winners**

Delaware Navy Week (July 17-26) NRD Philadelphia

Justification

- State Navy Week
- NRD #1 Pick
- 1st time in market
- Combined Dover (State Fair) & Wilmington
- State Fair attendance 307,000 last year
- Wilmington DE is Ship Capable
- SWCC capable

Assets desired

- Ship visit
- Navy Band
- Flight simulator
- Dive Tank
- AYLE
- Flag

Tuskegee Airmen, Philadelphia, PA, (17 – 20 July 2008)

Event background

- 2,500 estimated participants
- Introduces young people across the nation to the world of aviation and science through local and national programs such as Young Eagles and TAI youth programs

Assets desired

- **Drill Team/Color Guard**
- **PAO coverage**
- **Flyover**
- **Static aircraft display**
- **AA aviators**
- **NNOA Aviator representatives**
- **NJROTC / Sea Cadets**

NNOA National Conference, Norfolk, VA (21 - 25 July 2008)

Event background

- 300 estimated participants
- Actively supports the Sea Services in recruiting, retaining, and developing the careers of minority officers

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Carrier/ship/boat tour**
- **AA affinity award winners**
- **NJROTC / Sea Cadets**

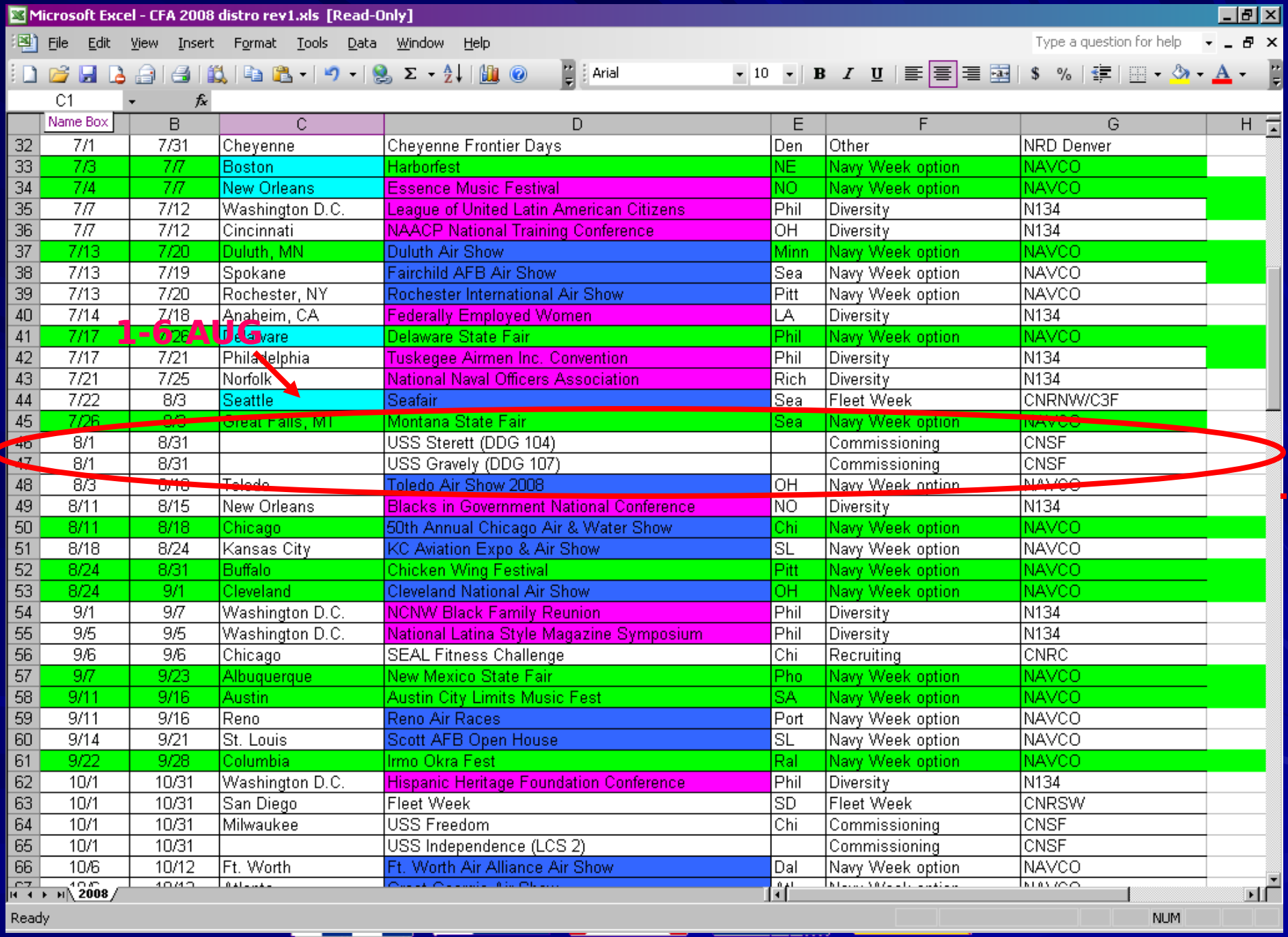
Great Falls: Montana State Fair (Jul 26-AUG 3) NRD Seattle

Justification

- State market
- NRD #2 Pick
- 1st time in region
- Celebrated every year since 1931, over 150,000 attend the event
- Awarded the #1 Tourism Event in Montana by Governor Schweitzer
- Namesake USS Helena

Assets desired

- Leap Frogs
- EOD dive tank
- Flight Simulator
- Flag speaker
- SEAL Motivators
- Helena crew



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54	9/1	9/7	Washington D.C.	NCNW Black Family Reunion	Phil	Diversity	N134	
55	9/5	9/5	Washington D.C.	National Latina Style Magazine Symposium	Phil	Diversity	N134	
56	9/6	9/6	Chicago	SEAL Fitness Challenge	Chi	Recruiting	CNRC	
57	9/7	9/23	Albuquerque	New Mexico State Fair	Pho	Navy Week option	NAVCO	
58	9/11	9/16	Austin	Austin City Limits Music Fest	SA	Navy Week option	NAVCO	
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64	10/1	10/31	Milwaukee	USS Freedom	Chi	Commissioning	CNSF	
65	10/1	10/31		USS Independence (LCS 2)		Commissioning	CNSF	
66	10/6	10/12	Ft. Worth	Ft. Worth Air Alliance Air Show	Dal	Navy Week option	NAVCO	

Toledo Air Show (4-10 August) NRD Ohio

Justification

- Market # 71 (425K HH)
- 1st time in market
- NRD #1 pick
- 100,000 in attendance
- Blues request rec'd
- Draw from Michigan and Indiana
- Cedar Point Amusement Park (world famous)

Assets desired

- Blue Angels
- Flight Sim
- USS Toledo visit
- USS Ohio visit
- SEAL Accelerator Tour
- SEAL Motivators
- NASCAR Show Car
- Flag Speaker
- Navy Band Great Lakes

Blacks in Government National Conference, New Orleans, LA, (11-15 Aug 2008)

Event background

- 2,000 estimated participants
- Navy assets near
- Goals are to promote equity in all aspects of American life, excellence in public service, and opportunity for all Americans

Assets desired

- **Flight Simulator**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Navy affinity group award winners**

Chicagoland: 50th Annual Chicago Air & Water Show (Aug 11-17) NRD Chicago

Justification

- Market #3 (3.45M HH)
- Rockford model (Gary)
- NRD #1 Pick
- 50th anniversary
- More than 2.5M attend
- Blues request rec'd
- USS Chicago namesake
- Tie-in with sporting events – White Sox, Cubs or Bears
- RTC tie-in

Assets desired

- Blue Angels
- Flight Simulator
- USS Chicago visit
- AYLE
- EOD dive tank
- SEAL Motivators
- Ceremonial Drill Team
- Flag Speaker
- USS Chicago crew
- Navy Band Great Lakes

KC Aviation Expo & Air Show (18-24 August) NRD St. Louis

Justification

- #1 pick
- 50,000 in attendance
- Air Show sked 23-24 Aug
- Heartland of America – first time in Kansas
- Chiefs/Royals tie-in
- Excellent NOSC support

Assets desired

- Blue Angels
- Flight Sim
- SEAL Accelerator Tour
- SEAL Motivators
- Flag Speaker
- Navy Band Mid-South

Buffalo NY: Chicken Wing Festival (Aug. 24-31) NRD Pittsburg

Justification

- Market #49 (640K HH)
- NRD #2 Pick
- 1st time in market
- Last year 74,000 attended
- USS Buffalo and USS NYC namesake ties
- Labor day weekend event
- Schools in session

Assets desired

- SEAL Accelerator
- USS Buffalo crew
- Dive Tank
- Suburban
- Flight Sim
- AYLE
- Flag
- Navy Band

Cleveland National Air Show (24 August - 1 Sept) NRD Ohio

Justification

- Market # 17 (1.54M HH)
- NRD #2 pick
- 2nd time in market
- 120,000 in attendance
- Blues request rec'd
- USS Cleveland and USS Ohio namesake ties
- Labor Day weekend
- Sporting tie possible with Indians/Browns
- Rock 'N Roll Hall of Fame
- Schools in session

Assets desired

- Blue Angels
- Flight Sim
- USS Cleveland visit
- USS Ohio crew
- SEAL Accelerator Tour
- SEAL Motivators
- U.S. Drill Team
- Flag Speaker
- Navy Band Great Lakes

NCNW Black Family Reunion, Washington, DC (1-7 Sep 2008)

Event background

- 500,000 estimated participants
- Largest AA event in nation all year
- A two-day cultural event celebrating the enduring strengths and traditional values of the African American family
- Good weather considerations

Assets desired

- **Flight Simulator**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Navy AA affinity group award winners**
- **Speakers**
- **NJROTC / Sea Cadets**
- **EOD Robot Demonstration**

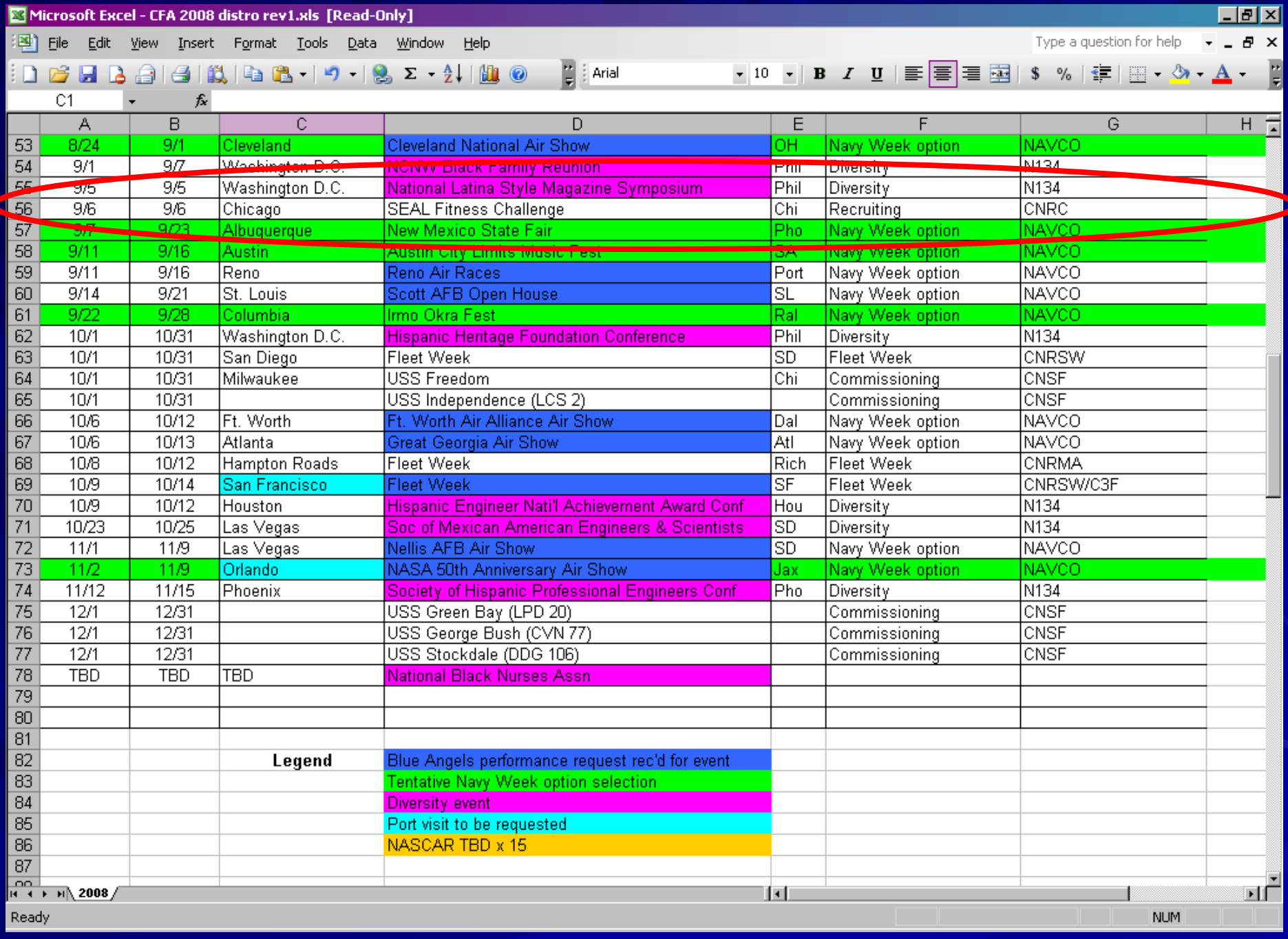
National Latina Style, Washington DC, (5 Sep 2008)

Event background

- 400 estimated participants
- The most influential publication reaching the contemporary Hispanic woman

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Speaker**



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61	9/22	9/28	Columbia	Irmo Okra Fest	Ral	Navy Week option	NAVCO	
62	10/1	10/31	Washington D.C.	Hispanic Heritage Foundation Conference	Phil	Diversity	N134	
63	10/1	10/31	San Diego	Fleet Week	SD	Fleet Week	CNRSW	
64	10/1	10/31	Milwaukee	USS Freedom	Chi	Commissioning	CNSF	
65	10/1	10/31		USS Independence (LCS 2)		Commissioning	CNSF	
66	10/6	10/12	Ft. Worth	Ft. Worth Air Alliance Air Show	Dal	Navy Week option	NAVCO	
67	10/6	10/13	Atlanta	Great Georgia Air Show	Atl	Navy Week option	NAVCO	
68	10/8	10/12	Hampton Roads	Fleet Week	Rich	Fleet Week	CNRMA	
69	10/9	10/14	San Francisco	Fleet Week	SF	Fleet Week	CNRSW/C3F	
70	10/9	10/12	Houston	Hispanic Engineer Nati'l Achievement Award Conf	Hou	Diversity	N134	
71	10/23	10/25	Las Vegas	Soc of Mexican American Engineers & Scientists	SD	Diversity	N134	
72	11/1	11/9	Las Vegas	Nellis AFB Air Show	SD	Navy Week option	NAVCO	
73	11/2	11/9	Orlando	NASA 50th Anniversary Air Show	Jax	Navy Week option	NAVCO	
74	11/12	11/15	Phoenix	Society of Hispanic Professional Engineers Conf	Pho	Diversity	N134	
75	12/1	12/31		USS Green Bay (LPD 20)		Commissioning	CNSF	
76	12/1	12/31		USS George Bush (CVN 77)		Commissioning	CNSF	
77	12/1	12/31		USS Stockdale (DDG 106)		Commissioning	CNSF	
78	TBD	TBD	TBD	National Black Nurses Assn				
79								
80								
81								
82			**Legend**	Blue Angels performance request rec'd for event				
83				Tentative Navy Week option selection				
84				Diversity event				
85				Port visit to be requested				
86				NASCAR TBD x 15				
87								

Albuquerque: New Mexico State Fair (Sep 6-29)

NRD

Phoenix

Justification:

- Market #45 (662K HH)
- NRD #1 Pick
- 1st time in market
- 400,000 attend the event
- Schools in session
- Namesake tie (USS ALBUQUERQUE)
- Namesake tie (PCU NEW MEXICO)
- 2.5 million impressions in 2007
- Good Weather

Assets desired

- Seal Accelerator
- Leap Frogs
- EOD dive tank
- Flight Simulator
- PCU New Mexico crew
- Flag speaker
- Navy Band SW
- USS Albuquerque and PCU New Mexico crews

Austin: Austin City Limits Music Fest (Sept 14-16) NRD San Antonio

Justification

- Market #52 (602K HH)
- NRD #2 pick
- 1st time in market
- 75,000 per day attend
- SWCC possible
- Schools in session
- Namesake tie
- Football Season (COLL/HS)

Assets desired

- SEAL Simulator
- Leap Frogs
- FIt Simulator
- Flag speaker
- Navy Band
- USS Texas crew

Reno: Reno Air Races (SEP 12-16) NRD Portland

Justification

- Market #110 (261K HH)
- NRD #1 Pick
- Blues request received
- Celebrated every year, over 40,000 attend the event
- Schools in session
- Namesake tie (USS NEVADA)

Assets desired

- Leap Frogs
- EOD dive tank
- Flight Simulator
- Flag speaker
- Navy Band SW
- USS Nevada crew

Scott AFB Open House (15-21 September) NRD St. Louis

Justification

- #2 pick
- 175,000 in attendance
- Air Show sked 20-21 Sept
- Support from nearby TRANSCOM
- Reds tie-in

Assets desired

- Blue Angels
- Flight Sim
- SEAL Accelerator Tour
- SEAL Motivators
- Flag Speaker
- Navy Band Mid-South

Columbia, SC: Irmo Okra Fest (21-28 Sept.) NRD Raleigh

Justification

- Market # 83 (378K HH)
- NRD #1 Pick
- 1st time in market
- 55 – 70,000 attend
- Annual festival held past 35+ years
- NROTC Unit at USC
- Namesake crew
- School in session

Assets desired

- Dive Tank
- Seal Accelerator
- Seal Motivators
- Leap Frogs
- Flight Sim
- AYLE
- Flag
- Navy Band
- USS Columbia crew

Hispanic Heritage Foundation Conference, Washington, DC (Oct 2008)

Event background

- 1,000 estimated participants
- Identifies, inspires, promotes, and prepares Latino leaders through national leadership, cultural, educational, and workforce programs

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**

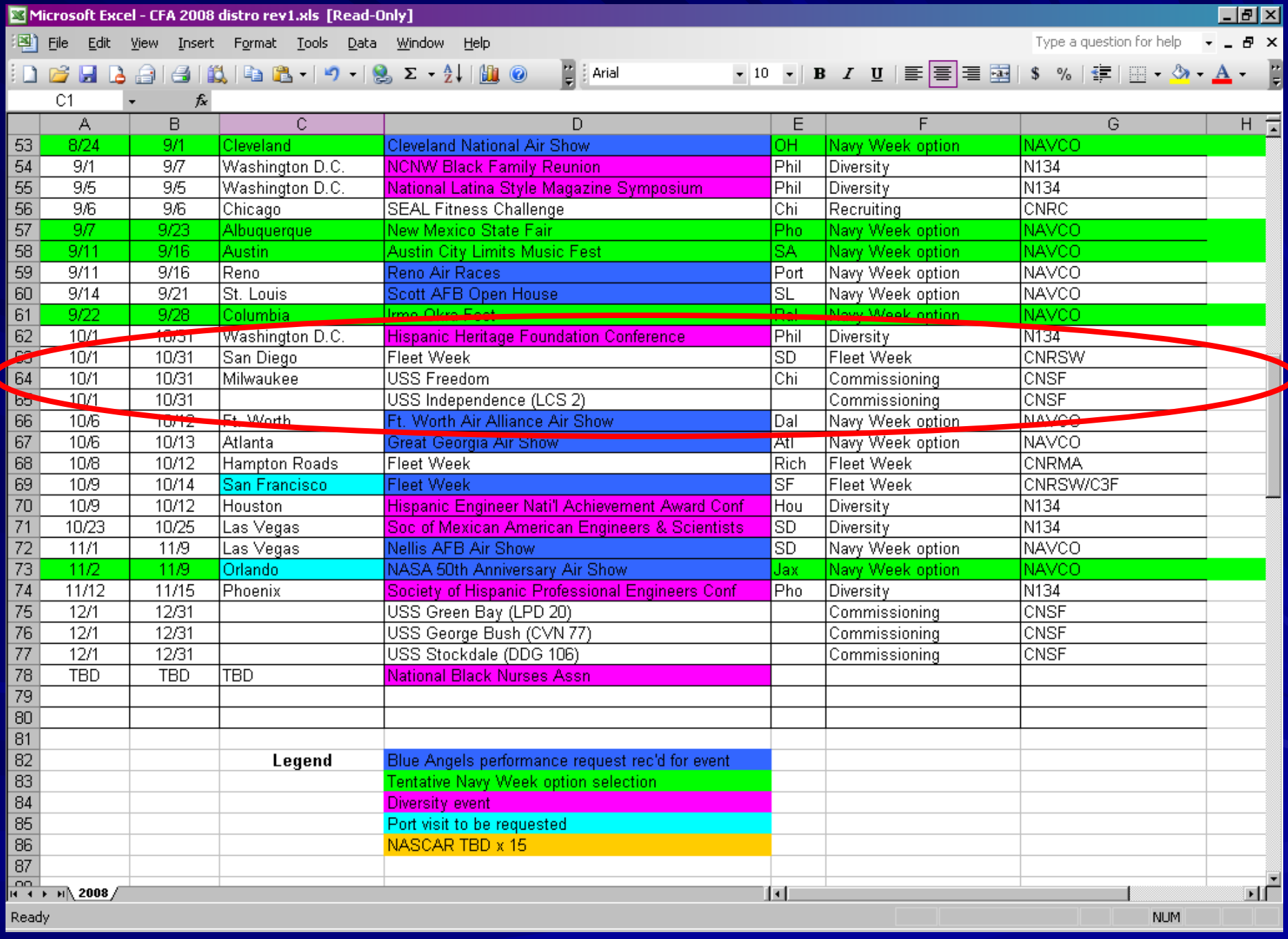
San Diego Fleet Week

Event background

- Celebrated every year since 1997
- Sea and Air parade, Speed Fest, Mirimar Air Show,
- Navy Region Navy Community Outreach Officer and Enlisted staff near or in S.D.
- Major League Baseball team Padres
- Good Weather

Assets desired

- Ship visit
- Blue Angels
- EOD dive tank
- Flight Simulator
- Navy Band SW (Music for Recruiting)



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54	9/1	9/7	Washington D.C.	NCNW Black Family Reunion	Phil	Diversity	N134	
55	9/5	9/5	Washington D.C.	National Latina Style Magazine Symposium	Phil	Diversity	N134	
56	9/6	9/6	Chicago	SEAL Fitness Challenge	Chi	Recruiting	CNRC	
57	9/7	9/23	Albuquerque	New Mexico State Fair	Pho	Navy Week option	NAVCO	
58	9/11	9/16	Austin	Austin City Limits Music Fest	SA	Navy Week option	NAVCO	
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65	10/1	10/31		USS Independence (LCS 2)		Commissioning	CNSF	
66	10/6	10/12	Ft. Worth	Ft. Worth Air Alliance Air Show	Dal	Navy Week option	NAVCO	
67	10/6	10/13	Atlanta	Great Georgia Air Show	Atl	Navy Week option	NAVCO	
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69	10/9	10/14	San Francisco	Fleet Week	SF	Fleet Week	CNRSW/C3F	
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71	10/23	10/25	Las Vegas	Soc of Mexican American Engineers & Scientists	SD	Diversity	N134	
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77	12/1	12/31		USS Stockdale (DDG 106)		Commissioning	CNSF	
78	TBD	TBD	TBD	National Black Nurses Assn				
79								
80								
81								
82			**Legend**	Blue Angels performance request rec'd for event				
83				Tentative Navy Week option selection				
84				Diversity event				
85				Port visit to be requested				
86				NASCAR TBD x 15				
87								

Fort Worth: Fort Worth Alliance Air Show: (Oct 11-12) NRD Dallas

Justification

- Market #6 (2.38M HH)
- NRD #1 Pick
- 4th year in market
- 18th Annual Fort Worth Airshow, over 180,000+ attend the event
- Blues request rec'd
- Schools in session
- NR NAVCO O in Dallas
- Football Season (PRO/COLL/HS)
- USS Texas namesake

Assets desired

- Leap Frogs
- Flt Simulator
- EOD dive tank
- SEAL Simulator
- Flag speaker
- Navy Band
- USS Texas crew

Peachtree City: Great Georgia Air Show Falcon Field (Mid-Oct) NRD Atlanta

Justification

- Market #9 (2.2M HH)
- NRD #2 Pick
- 4th year in market
- Blues request rec'd
- 25,000 attend the event
- Schools in session
- Atlanta Hawks/ Thrashers
- Namesake tie (USS Georgia and Carl Vinson)

Assets desired

- Namesake visit
- Leap Frogs
- Flt Simulator (20)
- SEAL Simulator
- EOD Dive Tank
- Flag speaker
- Navy Band

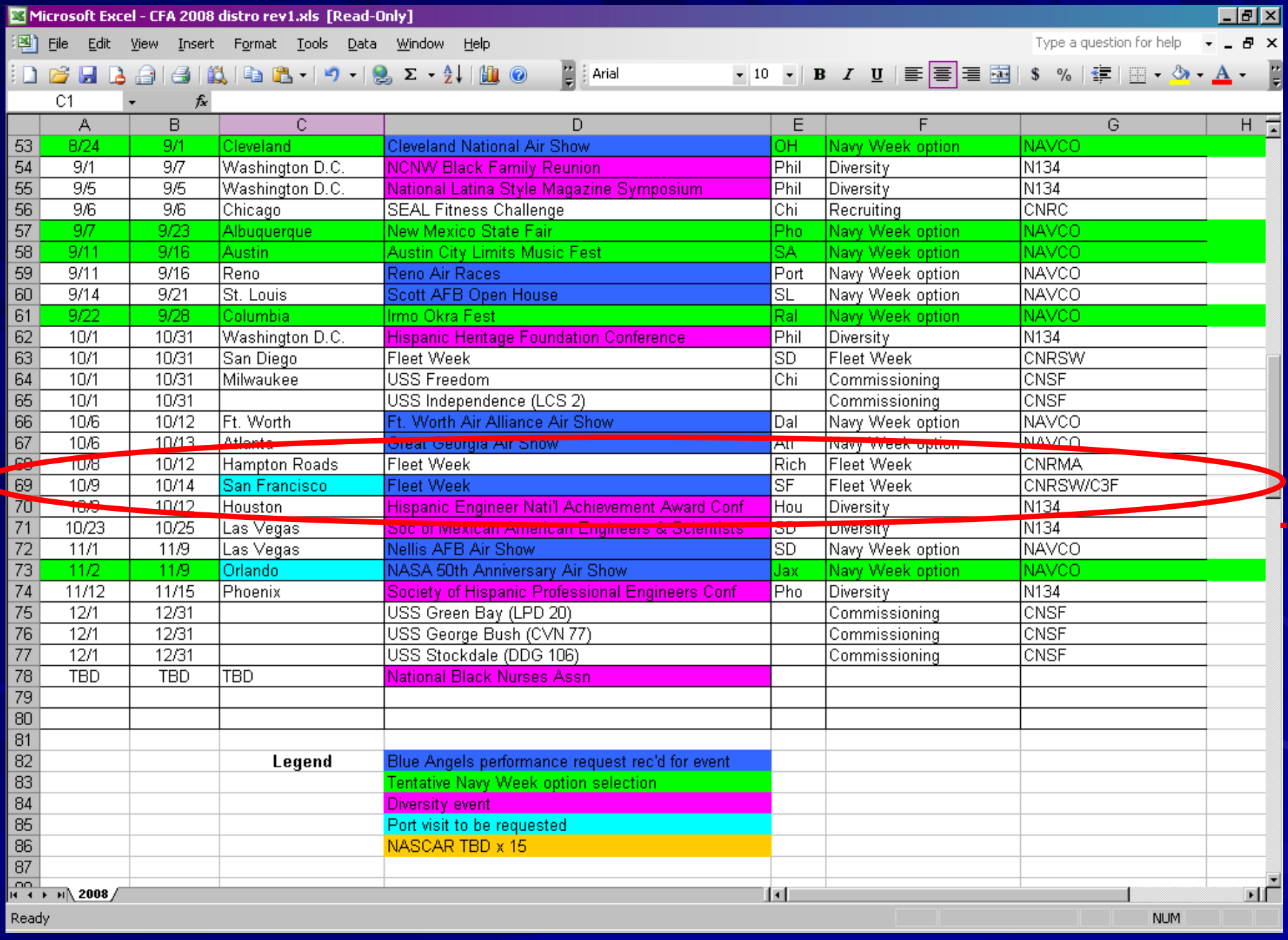
San Francisco Fleet Week 09 – 14 Oct

Event background

- Celebrated every year since 1981
- 100 year anniversary of the Great White Fleet
- Navy Region Navy Community Outreach Officer and Enlisted staff near or in S.F.
- Major League Baseball team Giants
- Good Weather

Assets desired

- Carrier Strike Group or Expeditionary Strike Group
- Blue Angels
- EOD dive tank
- Flight Simulator
- Navy Band SW (Music for Recruiting)



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56	9/6	9/6	Chicago	SEAL Fitness Challenge	Chi	Recruiting	CNRC	
57	9/7	9/23	Albuquerque	New Mexico State Fair	Pho	Navy Week option	NAVCO	
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59	9/11	9/16	Reno	Reno Air Races	Port	Navy Week option	NAVCO	
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63	10/1	10/31	San Diego	Fleet Week	SD	Fleet Week	CNRSW	
64	10/1	10/31	Milwaukee	USS Freedom	Chi	Commissioning	CNSF	
65	10/1	10/31		USS Independence (LCS 2)		Commissioning	CNSF	
66	10/6	10/12	Ft. Worth	Ft. Worth Air Alliance Air Show	Dal	Navy Week option	NAVCO	
67	10/6	10/13	Atlanta	Great Georgia Air Show	Atl	Navy Week option	NAVCO	
68	10/8	10/12	Hampton Roads	Fleet Week	Rich	Fleet Week	CNRMA	
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71	10/23	10/25	Las Vegas	Soc of Mexican American Engineers & Scientists	SD	Diversity	N134	
72	11/1	11/9	Las Vegas	Nellis AFB Air Show	SD	Navy Week option	NAVCO	
73	11/2	11/9	Orlando	NASA 50th Anniversary Air Show	Jax	Navy Week option	NAVCO	
74	11/12	11/15	Phoenix	Society of Hispanic Professional Engineers Conf	Pho	Diversity	N134	
75	12/1	12/31		USS Green Bay (LPD 20)		Commissioning	CNSF	
76	12/1	12/31		USS George Bush (CVN 77)		Commissioning	CNSF	
77	12/1	12/31		USS Stockdale (DDG 106)		Commissioning	CNSF	
78	TBD	TBD	TBD	National Black Nurses Assn				
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82			**Legend**	Blue Angels performance request rec'd for event				
83				Tentative Navy Week option selection				
84				Diversity event				
85				Port visit to be requested				
86				NASCAR TBD x 15				
87								

HENAAC, Houston, TX (9-12 Oct 2008)

Event background

- 3,000 estimated participants
- Promotes science, technology, engineering and math careers within Hispanic communities
- High selection rate of award winners from Navy nominees

Assets desired

- **Flight Simulator**
- **Leap Frogs**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **EOD Robot demonstration**

MAES, Las Vegas, NV (23-25 Oct 2008)

Event background

- 1,500 estimated participants
- Promotes excellence in engineering, science, and mathematics
- Cultivates the value of cultural diversity
- Strong pre-college initiative programs

Assets desired

- **Flight Simulator**
- **Leap Frogs**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **EOD Robot Demonstration**

Las Vegas: Nellis Air Show (Nov 1-9)
NRD San Diego

Justification

- Market #43 (671K HH)
- NRD #1 Pick
- 2nd time in market
- Celebrated every year over 30,000 attend
- T-Bird homecoming
- Schools in session
- Namesake tie (USS NEVADA)

Assets desired

- Leap Frogs
- EOD dive tank
- Flight Simulator
- Flag speaker
- Navy Band SW
- USS Nevada crew

Orlando: World Space Expo – Celebrating NASA's Anniversary (Nov 8-16)
NRD Jacksonville

Justification

- Market # 19 (1.4M HH)
- NRD #1 pick
- 1st time in market
- 100,00 attend
- Blues request rec'd
- Namesake Tie (USS Florida)
- Port visit possible
- Schools in session
- Disney

Assets desired

- Port Canaveral pvst
- Flt Simulator
- Leap Frogs
- Seal Accelerator
- EOD Dive Tank
- Flag speaker
- Navy Band
- USS Florida crew

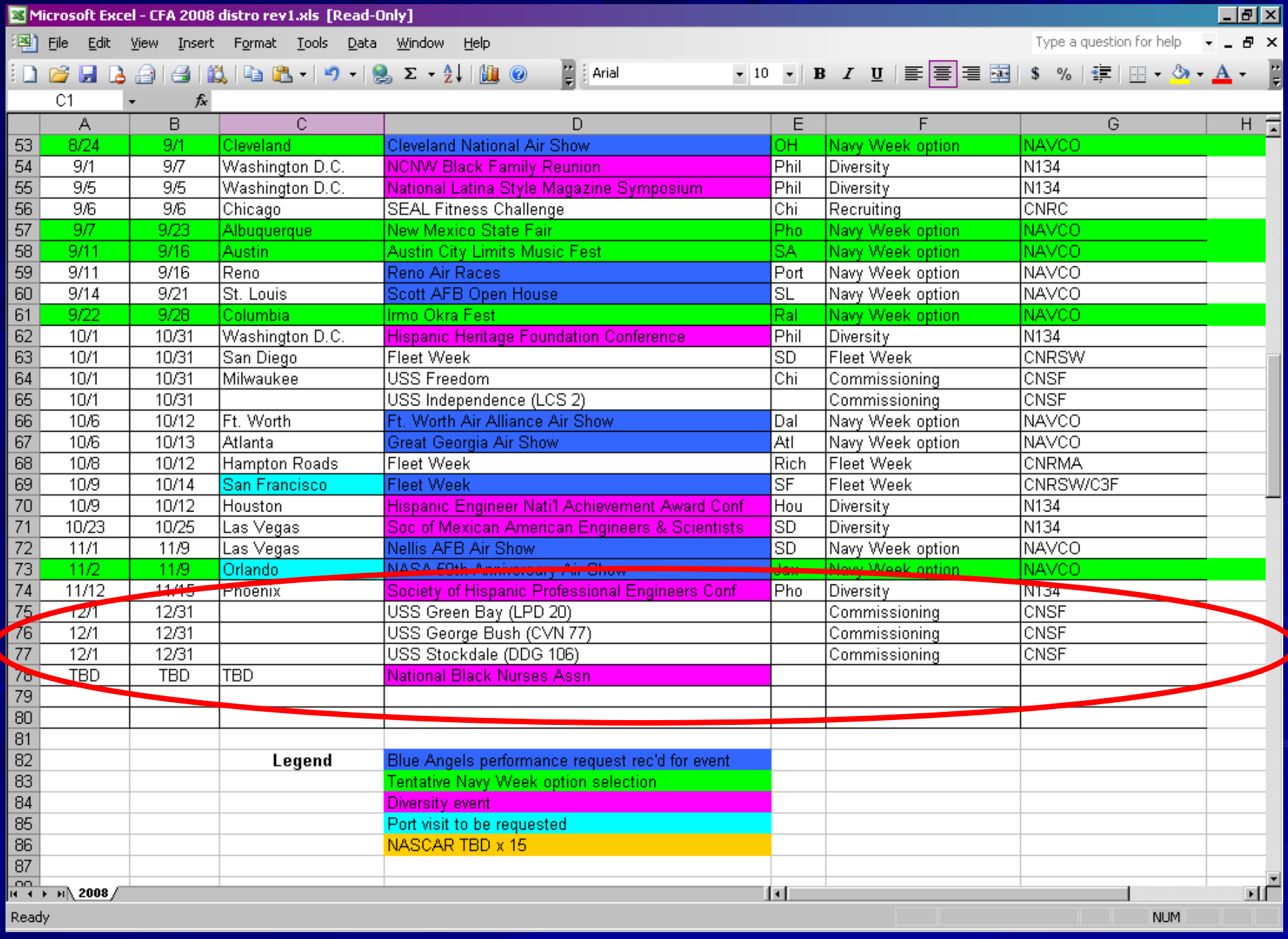
SHPE, Phoenix, AZ (12-15 Nov 2008)

Event background

- 5,000 estimated participants
- Social-technical organization whose primary function is to enhance and achieve the potential of Hispanics in engineering, math and science
- Strong student and graduate student chapters

Assets desired

- **Flight Simulator**
- **Leap Frogs**
- **NASCAR**
- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **EOD Robot Demonstration**



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National Black Nurses Association LOCATION, (DATE 2008)

Event background

- 1,000 estimated attendees
- Includes nurses, student nurses, and health care practitioners

Assets desired

- **Navy Band**
- **Drill Team/Color Guard**
- **PAO coverage**
- **Navy AA nurses**